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Cracker Barrel Old Country Store(R) Expands Second-Year Sponsorship of Tom Joyner Family Reunion

Cracker Barrel, The Tom Joyner Morning Show, and African Ancestry Partner on "What's In A Name Contest"

LEBANON, Tenn., May 16, 2008 (BUSINESS WIRE) -- Cracker Barrel Old Country Store, Inc. ("Cracker Barrel"), The Tom Joyner Morning Show and African Ancestry, Inc. are partnering to introduce the "What's In A Name Contest" as part of Cracker Barrel's second-year sponsorship of the Tom Joyner Family Reunion(R). Through this contest, four lucky families will win packages to the sold-out 2008 Tom Joyner Family Reunion event being held August 29-September 1, 2008 at the Gaylord Palms Resort and Convention Center in Orlando, Florida as well as the opportunity to have their family lineage traced by African Ancestry, Inc.

Beginning this week and running through June 16, listeners can register to win one of four grand prizes by logging on to BlackAmericaWeb.com and writing an essay about their family history and why they would want their family genealogy traced. The four families selected will enjoy all the weekend activities and have their genealogy revealed at the Family Reunion. Everyone attending can learn more about their own genealogy by attending one of the two family genealogy seminars sponsored by Cracker Barrel and led by African Ancestry, Inc., an ancestry tracing company that pioneered African lineage matching in the United States utilizing a proprietary DNA-database.

"We are very excited to build on our relationship with the Tom Joyner Morning Show as a sponsor of Family Reunion," said Diana Wynne, Senior Vice President of Corporate Affairs at Cracker Barrel. "The 'What's In A Name Contest' will enable four families to learn of their African genealogy as it's traced back more than 300 years. Cracker Barrel welcomes the opportunity to share these historical insights with Tom Joyner's loyal audience."

At last year's reunion, Cracker Barrel team members visited with thousands of reunion attendees and often answered questions regarding the origin of the company name. Executives shared the story of how saltine crackers used to be shipped in barrels to old country stores. When the barrels were empty, they became useful as a place to hold a checkerboard, a conversation or both. "The Cracker Barrel" became known as a comfortable place to visit where people would share stories and advice. As Cracker Barrel shared these insights with Tom Joyner's team, the "What's In A Name Contest" began taking shape.

"Ever since I've had my genealogy traced, I've wanted to give others that same opportunity and our partners at Cracker Barrel had the same idea," says Tom Joyner, whose show is aired in more than 115 markets reaching eight million listeners every week. "I can't wait to find out whether some of the winners of the "What's in a Name Contest" are long-lost cousins of mine!"

To enter the "What's In A Name Contest" and review the contest's official rules and regulations, log onto BlackAmericaWeb.com.

About Cracker Barrel

Cracker Barrel Old Country Store(R) restaurants provide a friendly home-away-from-home in their old country stores and restaurants. Guests are cared for like family while relaxing and enjoying real home-style food and shopping that's surprisingly unique, genuinely fun and reminiscent of America's country heritage...all at a fair price. The restaurant serves up delicious, home-style country food such as meatloaf and homemade chicken n' dumplings as well as its signature biscuits using an old family recipe. The authentic old country retail store is fun to shop and offers unique gifts and self-indulgences.

Cracker Barrel Old Country Store, Inc. is a wholly owned subsidiary of the publicly held CBRL Group, Inc. (Nasdaq: CBRL). Cracker Barrel was established in 1969 in Lebanon, Tenn. Cracker Barrel Old Country Store, Inc. operates 576 company-owned locations in 41 states. Every Cracker Barrel unit is open seven days a week with hours Sunday through Thursday, 6 a.m. - 10 p.m., and Friday and Saturday, 6 a.m. - 11 p.m. For more information, visit crackerbarrel.com.

About The Tom Joyner Morning Show

The nation's # 1 syndicated urban morning show, which airs in over 115 markets reaching nearly 8 million listeners, has distinguished itself over the years as continuously giving back to its audience with quality programming, highly popular promotions, special events and philanthropy. Since 2004, Joyner has awarded millions to nearly 2,000 contest winners and his Foundation has raised more than \$55 million to help keep students in historically black colleges and universities. The Morning Show with co-hosts Sybil Wilkes and J. Anthony Brown also features news analysis with Jacque Reid, the Celebrity Snitch Huggy Lowdown, political commentary by Tavis Smiley, and celebrity news with Jawn Murray, as well as comedic observations and lifestyle tips from Sheryl Underwood, D.L. Hughley, and Adele Givens. Joyner's website, BlackAmericaWeb.com, has more than 1.5 million registered users and features news with special reports by award winning journalists and exclusive political coverage as well as interactive elements with on demand audio.

About African Ancestry, Inc.

Founded in 2003 on years of research, African Ancestry, Inc., is an ancestry tracing company that pioneered African lineage matching in the United States utilizing its proprietary DNA-database of more than 25,000 African DNA lineages to more accurately assess present-day country of origin for people of African descent. Since its inception, African Ancestry's lineage reveals have impacted the lives of more than 100,000 people of African descent in the U.S. African-American-owned and operated, African Ancestry is headquartered in Washington, DC.

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SOURCE: Cracker Barrel Old Country Store, Inc.

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